AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Cancel Claims 1-14 are withdrawn without prejudice and substitute for them the

following new claims:

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15 (new): A hand-held device for receiving a signal from a source for playing sounds on the hand-held device in response to received auxiliary data, the hand-held device comprising:

a receiver carried by the hand-held device for receiving the signal from the source;

a central processing unit (CPU) and other circuitry carried by the hand-held device for processing the signal received by the hand-held device and determining the existence of promotional opportunities resulting from the receipt and processing of the signal;

a memory carried by the hand-held device and coupled to the CPU for storing the promotional opportunities; and

an advanced sound circuitry carried by the hand-held device and coupled to the CPU for playing of sounds relating to the received auxiliary data or promotional opportunities.

16 (new): The hand-held device of claim 15, wherein the signal is a composite video signal, the source is a display device and the receiver is a photosensor.

17 (new): The hand-held device of claim 15, wherein the signal is auxiliary data, the source is a decoder box and the receiver is a radio frequency receiver.

6

18 (new): A method for unlocking a sound preset within a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal containing auxiliary data from the source to the hand-held device;

receiving the signal on the hand-held device via the receiver;

processing the received signal on the hand-held device; and

selectively unlocking the pre-stored sound on the hand-held device based on the reception of the auxiliary data received via the signal.

19 (new): The system of claim 18, wherein the source is a display device and the receiver is a photosensor.

20 (new): The system of claim 18, wherein the source is a decoder box and the receiver is a radio frequency receiver.

21 (new): A method for providing a viewer of a video presentation with an opportunity to purchase an object relative to the video presentation via use of a hand-held device with a receiver from the receipt of auxiliary data from a source, the method comprising:

transmitting a signal from the source to the hand-held device at discrete times during the video presentation;

receiving the signal on the hand-held device via the receiver;

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processing the received signal on the hand-held device;

providing the viewer with the opportunity to purchase the object using the hand-held device based on the processing of auxiliary data received via the signal.

22 (new): The system of claim 21, wherein the signal is a composite video signal, the source is a display device and the receiver is a photosensor.

23 (new) The system of claim 21, wherein the signal is auxiliary data, the source is a decoder box and the receiver is a radio frequency receiver.

24 (new): The system of claim 21, wherein the signal is a composite video signal and the auxiliary data, the source is a display device and a decoder box, and the receiver is a photosensor and a radio frequency receiver, the combination of which enables reception of the composite video signal and the auxiliary data in various locations.

26 (new): A method for visually transmitting auxiliary data from a monitor of a computer system to a hand-held device with an optical detector, the method comprising:

manipulating the hand-held device so that the optical detector of the device is oriented toward the monitor;

selectively initiating the execution of an application program available on the computer system that broadcasts a visual image on the monitor signifying presence of the auxiliary data;

receiving the auxiliary data on the hand-held device via the optical detector;

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providing promotional opportunities to a user of the hand-held device from reception of the auxiliary data...

27 (new): The method of claim 26, wherein the application program is stored on the computer system in the form of a dynamic link library.

28 (hew): A method for broadcasting auxiliary data discernible in a visible image on a monitor of a computer system, the method comprising:

downloading an application program to the computer system;

installing the application program on the computer system;

running the application program on the computer system such that a visible image is presented on the display of the refreshable monitor;

detecting the horizontal scan frequency of the monitor; and

visually presenting the auxiliary data on the monitor.

29 (new): The method of claim 28, wherein the application program is a dynamic link library file.

30 (new): A system for providing promotional opportunities to a user of a handheld device by use of signals and auxiliary data from a display device and a radio signal source, the system comprising:

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a decoder box for with means for receiving signals from the display device or radio signal source, transmitting auxiliary data to the hand-held device, and providing the user with feedback on the auxiliary data received and processed on the hand-held device;

the hand-held device for receiving auxiliary data, the hand-held device comprising:

- (a) \ a photosensor carried by the hand-held device for receiving the auxiliary data directly/from the display device;
- (b) a radio frequency receiver carried by the hand-held device for receiving the auxiliary data transmitted from the decoder box and from the radio signal source;
- (c) a decoding means on the hand-held device for decoding the received auxiliary data;
- (d) a central processing unit and circuitry carried by the hand-held device for processing the auxiliary data received by the hand-held device and providing the user with promotional opportunities based on the receipt of the auxiliary data;
- (e) a memory carried by the hand-held device and coupled to the central processing unit for storing promotional opportunities;
- (f) a visual display carried by the hand-held device and coupled to the central processing unit for providing the user visual notice of the promotional opportunities available to the user via use of the hand-held device;
- (g) sponsor information on the enclosure of the hand-held device for providing the user with visual notice of the company responsible for providing the user with use of the hand-held device;

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(h) a control member carried by the hand-held device and coupled to the central processing unit, photosensor, and radio frequency receiver to provider user selection the signal source of the auxiliary data;

- (i) advanced sound circuitry coupled to the central processing unit to provide the user with advanced sounds based on the receipt of auxiliary data;
- (j) sound coordination circuitry coupled to the central processing unit to provide the user with means to communicate with other devices so as to provide a coordinated sound performance;
- (k) an aiming indicator to indicate to the user that auxiliary data is being received by the hand-held device; and
- (I) an input-dutput means coupled to the central processing unit to connect the hand-held device to a computer or computer-like device.

31 (new): An electronic multi-use card for the redemption of promotional opportunities, said electronic multi-use card comprising:

a microprocessor embedded in the card;

memory electronically connected to the microprocessor;

visual display electronically connected to the microprocessor and the memory;

user interaction means electronically connected to the microprocessor, the memory, and the visual display;

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a photodetector, said photodetector being electronically connected to the microprocessor and the memory, the photodetector being capable of detecting light from a conventional bar code scanner; and

laser detection triggering means electronically connected to the photodetector.

32 (new): A method for the redemption of promotional opportunities, the method comprising.

providing an electronic multi-use card, the electronic multi-use card having a visual display means, a photodetector and barcode detection triggering means;

pointing the electronic multi-use card at a video display;

receiving electronic value data by the electronic multi-use card from the video display;

storing of the electronic value data on the electronic multi-use card;

transporting the electronic multi-use card to a point of sale, the point of sale having associated therewith a computer system with a barcode scanner;

viewing the electronic value data in the visual display means and simultaneously activating the barcode detection triggering means on the card relative by use of the barcode scanner, and

entering the point of sale the promotional opportunities into the computer system.

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33 (new): A hand-held device for receiving composite video signals and auxiliary data in multiple locations from a radio broadcast source and a display device, the hand held device comprising:

a microprocessor;

circuitry electronically coupled to the microprocessor;

a radio frequency receiver electronically coupled to the microprocessor, wherein the radio frequency receives auxiliary data transmitted from the radio broadcast source; and

an optical detector electronically coupled to the microprocessor, wherein the optical detector receives composite video signals from the display device.

34 (new): The hand-held device of claim 34 further comprising a memory carried by the hand-held device for storing auxiliary data.

35 (new): The hand-held device of claim 34 further comprising a discrimination circuitry electronically coupled to the microprocessor for discriminating the auxiliary data contained within the composite video signals.

36 (new): The hand-held device of claim 34 further comprising a visual display electronically coupled to the microprocessor for notifying a user of the hand-held device of a promotional opportunity received as a result of the auxiliary data.

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